



FOR IMMEDIATE RELEASE

Contact: Julia Robinson Shimizu

jshimizu@211la.org 626-300-1302 direct / 626-279-7707 mobile

211 LA County Celebrates National 211 Day “Innovation, Collaboration & Partnerships”

(Los Angeles, CA) **211 LA County** brings **Innovation, Collaboration and Partnerships** to life and dramatically changes lives. “Most people think we just give out phone numbers. When people call us in a crisis, a phone number is not going to solve the problem,” says 211 LA County Executive Director Maribel Marin. 211 LA County connects callers to human service partners and provides access to longer term solutions with innovative **care coordination** that helps to **connect the dots** in Los Angeles County’s vast and complex social services system. The 211 Day event celebrates National 211 Day and features “**Real People, Reel Solutions**” a video produced by **Joey Travolta** to tell the story of families, youth and veterans helped by 211 LA County. Celebrities, corporate leaders and elected and appointed officials will attend the event on **February 11, 2013** at **Center at Cathedral Plaza** 555 W Temple St Los Angeles CA. **By leaping beyond traditional information and referral, 211 LA County creates solutions through innovation, collaboration and partnerships.** 211 LA County programs meet the needs of the most vulnerable in LA County, change lives and **save money** by making use of existing resources. 211 LA County does this by leveraging resources to provide multiple layers of service that reach beyond immediate need to offer guidance to longer term solutions.

WHO: 211 LA County <http://www.211la.org/events/>

WHAT: 211 LA County “Innovation, Collaboration & Partnerships” Luncheon

WHEN: February 11, 2013 from 11:00 am – 1:30 pm

WHERE: Center at Cathedral Plaza 555 W Temple Street Los Angeles CA 90012

WHY: Celebrate National 211 Day Networking Reception / Luncheon. 211 LA County is a private non-profit org

HOW: Schedule private interviews with 211 LA County leaders, elected /appointed official, celebrities, event sponsors and the **families and individuals helped by 211 LA County.**

CONTACT : JR Shimizu (626) 300-1302 direct / (626) 278-7707 mobile jshimizu@211la.org

211 LA County Community Resource Advisors connect callers to over 49,000 service providers and answer hotlines including Elder Abuse Hotline and Safely Surrender Baby. Join us to experience how 211 LA County serves our communities with three innovative programs highlighted at the event:

Developmental Screening and Care Coordination screens children for autism and other developmental delays over the phone to quickly connect them to effective early intervention services through a network of collaborative service partnerships. "Study after study tells us that minority low income children are being overlooked for early intervention services," says Project Director Patricia Herrera, "Our telephone screening is finding them at an astonishing rate. When we identify and involve children at a very young age, their outcomes, and their lives, can be dramatically better."

"Before I called 211 LA County, I had no hope. No one could direct me where to go."

Parent whose child was identified with autism by 211 LA County Developmental Screening

Homeless Families Voucher Program partners with Los Angeles Homeless Services Authority (LAHSA) and the Emergency Food and Shelter Board to provide motel vouchers as emergency shelter for families. With 211 LA County responding to over 50,000 calls for emergency shelter each year, this opens the door to comprehensive housing support and provides layers of services: transportation, food, shelter and access to rapid re-housing.

"The beauty of this effort is that it brings families indoors, where children can be safe and warm, and puts a child's head on a pillow to sleep at night." Maribel Marin, Executive Director, 211 LA County

Veterans Employment at 211 LA County reflects a meaningful commitment to creating a solution. 7% of callers to 211 LA County identify themselves as veterans and the most frequent request is for income maintenance. 211 LA County hires, trains and mentors veterans as an integral part of our workforce. We have taken a leadership role in hiring and managing a Veteran-Enhanced Workforce and by working closely with Veterans' service providers, we provide support to ensure the success and retention of veterans in our workforce.

"I know what it's like to sleep on the street. 211 gave me hope. I have a sense of purpose and a brand new future."
Veteran hired by 211 LA County

Innovation, Collaboration and Partnerships Luncheon Sponsors include:

Southern California Gas Company, Kaiser Permanente, Clear Channel, RBZ, Sigmanet, HealthNet, The Advancement Project, Mutual of America, Bolton & Company, Southern California Resource Services for Independent Living, Southern California Edison, Mexican American Opportunity Foundation, inContact, The Jeffrey Foundation, Eisner Pediatric and Family Medical

Center, Los Angeles LDC, USC Dornsife School of Arts and Letters

LEADERSHIP COMMITTEE

CHAIR: Elise Buik, President and CEO, United Way of Greater Los Angeles

Los Angeles County Board of Supervisors

Gloria Molina, 1st District

Mark Ridley Thomas, 2nd District

Zev Yaroslavsky, 3rd District

Don Knabe, 4th District

Michael Antonovich, 5th District

Kim Belshé Executive Director First 5 LA

Valerie Shaw, City of Los Angeles Commissioner

Jonathan Fielding, M.D., Director, Department of Public Health

Marvin Southard, D.S.W., Director, Department of Mental Health

Dr. Charles Sophy, F.A.C.N. Medical Director, Dept of Children & Family Services

Alex Ben Morales, President & CEO, Children's Bureau

John Kim, Managing Co-Director, Advancement Project & Director, Healthy City

Philip Hain, West Region Director Autism Speaks

Pearl E. Grimes, M.D., FAAD

Fabian Wesson, Consultant, Senator Darrell Steinberg

Togetta S. Ulmer, First Lady Faithful Central Bible Church

Alison K. Herrmann, PhD., Program Director UCLA Kaiser Permanente Health Equity Center

Jacquelyn McCroskey, D.S.W., USC John Milner Professor of Child Welfare

G. Michael Arnold, Executive Director, Los Angeles Homeless Services Authority

Master of Ceremonies

Alysha Del Valle, KABC 7 Eyewitness News

211 LA County receives over 600,000 calls each year but has the capacity to answer only 500,000 calls.

That means there are significant numbers not being helped. National 211 Day celebrates all 211 LA County achieves and raises crucial funds to fill the gap, and meet the needs of more Los Angeles County residents.

211 Los Angeles County has just introduced a **call back** option. Callers can now select our **call back** option if they do not want to wait on hold. This ensures more callers are connected to services in Los Angeles County. 211 LA County is a private non-profit organization.

Contact : JR Shimizu jshimizu@211la.org 626-300-1302 / 626-279-7707

#

211 LA County 526 W. Las Tunas Drive, San Gabriel, CA 91776 626.350.1841 Fax 626.442.6940 www.211LACounty.org
Real People, Real Answers, Real Help